

APPLICATION DATA SHEET

Initial Information Data Sheet

(Independent Inventor with Representation)

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Application Information

Title Line One:: HOUSEHOLD LEVEL SEGMENTATION
Title Line Two:: METHOD AND SYSTEM
Claimed Priority:: Yes
Total Drawing Sheets:: 6
Formal Drawings?: Yes
Application Type:: Non-provisional

1. The first part of the paper is devoted to a review of the literature on the topic. It starts with a general overview of the concept of "social capital" and its importance in the context of organizational performance. The review covers various theoretical perspectives and empirical findings, highlighting the challenges and opportunities associated with measuring and utilizing social capital.

1. The first part of the paper is devoted to the study of the properties of the function $f(x)$ defined by the equation $f(x) = \int_0^x f(t) dt$. It is shown that this function is unique and satisfies the conditions $f(0) = 0$ and $f'(0) = 1$.